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CONSUMER TIME

R-14

NETWORK: NBC-RED

DATE: September 27, 1941

ORIGINATION: WRC

TIME: 11:00-11:15 AM-EST

Produced by Consumers' Counsel Division of the Department of Agriculture,  
and presented in cooperation with Defense and non-Defense agencies  
of the United States Government working for consumers.

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1. ANNOUNCER: This is CONSUMER TIME.
2. SOUND: CASH REGISTER - CLOSE DRAWER
3. NANCY: That's your money buying food.
4. SOUND: CASH REGISTER
5. GUNNAR: That's your money paying for a home.
6. SOUND: CASH REGISTER
7. NANCY: That's your money buying clothes and the thousands  
of other things you need.
8. GUNNAR: That's you . . paying for these things . . money  
out of your pockets.
9. SOUND: CASH REGISTER - CLOSE DRAWER



10. ANNOUNCER: CONSUMER TIME brings you facts about how to make your pennies and dollars buy more of the things you need. This program is produced by your Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with Defense and non-Defense agencies of the United States Government working for consumers.

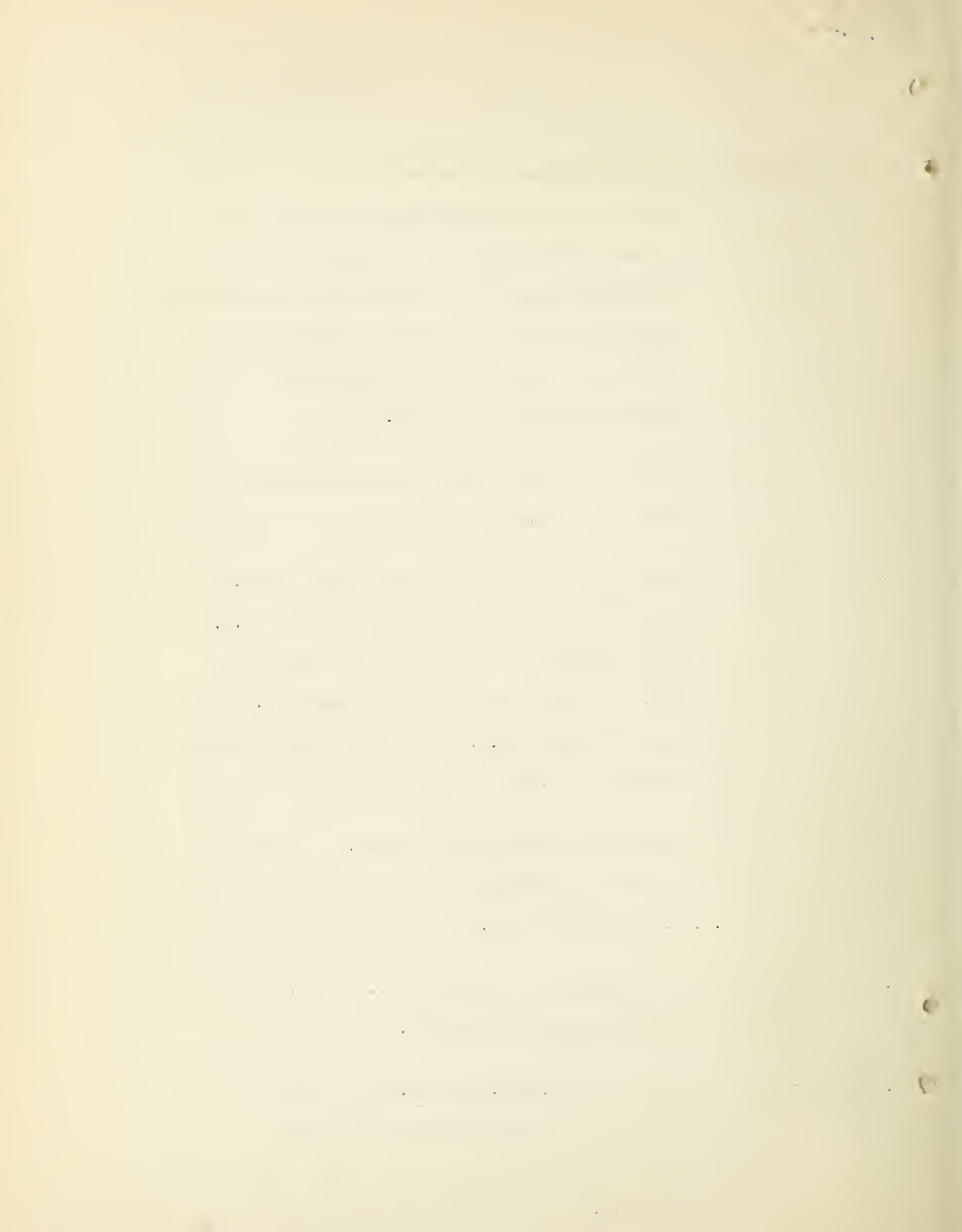
And here is Gordon Hubbel, representing the Consumers' Counsel.

11. HUBBEL: Thank you, , and hello, everyone. Yes, we have lots of information for you today . . not only facts about how to buy the things you need . . . but facts about how to use them . . to make them last longer . . to help you get the most service from them.

And here's our inquiring consumer . . a young housewife who always has a lot of questions to ask . . Mrs. Evelyn Freyman.

12. FREYMAN: I certainly have the questions, Mr. Hubbel. I want to find out all the facts I can.

13. HUBBEL: Now's your chance, Mrs. Freyman. Our two consumer reporters have been digging up all kinds of information for you . . so just start asking questions . .



14. FREYMAN: Fine . . who's first today?
15. GUNNAR: I am, Mrs. Freyman.
16. FREYMAN: All right, Gunnar, and what are you going to tell us about?
17. GUNNAR: Blankets.
18. FREYMAN: How to buy blankets?
19. GUNNAR: That's it . . the things you should look for when you go shopping for blankets . . . from the experts in the Bureau of Home Economics. But first, let's look in on our consumer family . . Mother and Barbara Miles are just sitting down to breakfast (FADE) when Mr. Miles comes into the room . . .

(PAUSE)

20. MOTHER: Good morning, Harry.
21. BARBARA: Good morning, Dad.
22. FATHER: (GRUMPILY) 'Morning.
23. BARBARA: What's the matter, Dad? Didn't you sleep well?
24. FATHER: Nearly froze to death.
25. MOTHER: Nearly froze! Why, Harry, I put both of those new blankets on your bed last night.





26. FATHER: Well, new blankets or no new blankets . . I nearly froze. And, besides, I couldn't keep my feet covered up, and, on top of that, I woke up with a mouthful of fuzz.

27. BARBARA: (GIGGLING) 'Mouthful of fuzz' . . that sounds funny.

28. MOTHER: But Harry, those are brand new blankets. I just bought them last week.

29. BARBARA: Gosh, I should think new blankets would be warm.

(PAUSE)

30. GUNNAR: There's a good example, Mrs. Freyman, of a consumer who spent her money for something she wanted and didn't get.

31. FREYMAN: You mean she wanted warm blankets, and found out the blankets weren't warm.

32. GUNNAR: Right.

33. FREYMAN: Suppose you tell me how I can pick a good warm blanket.

34. GUNNAR: All right. You know what is meant by a warm blanket, I suppose.

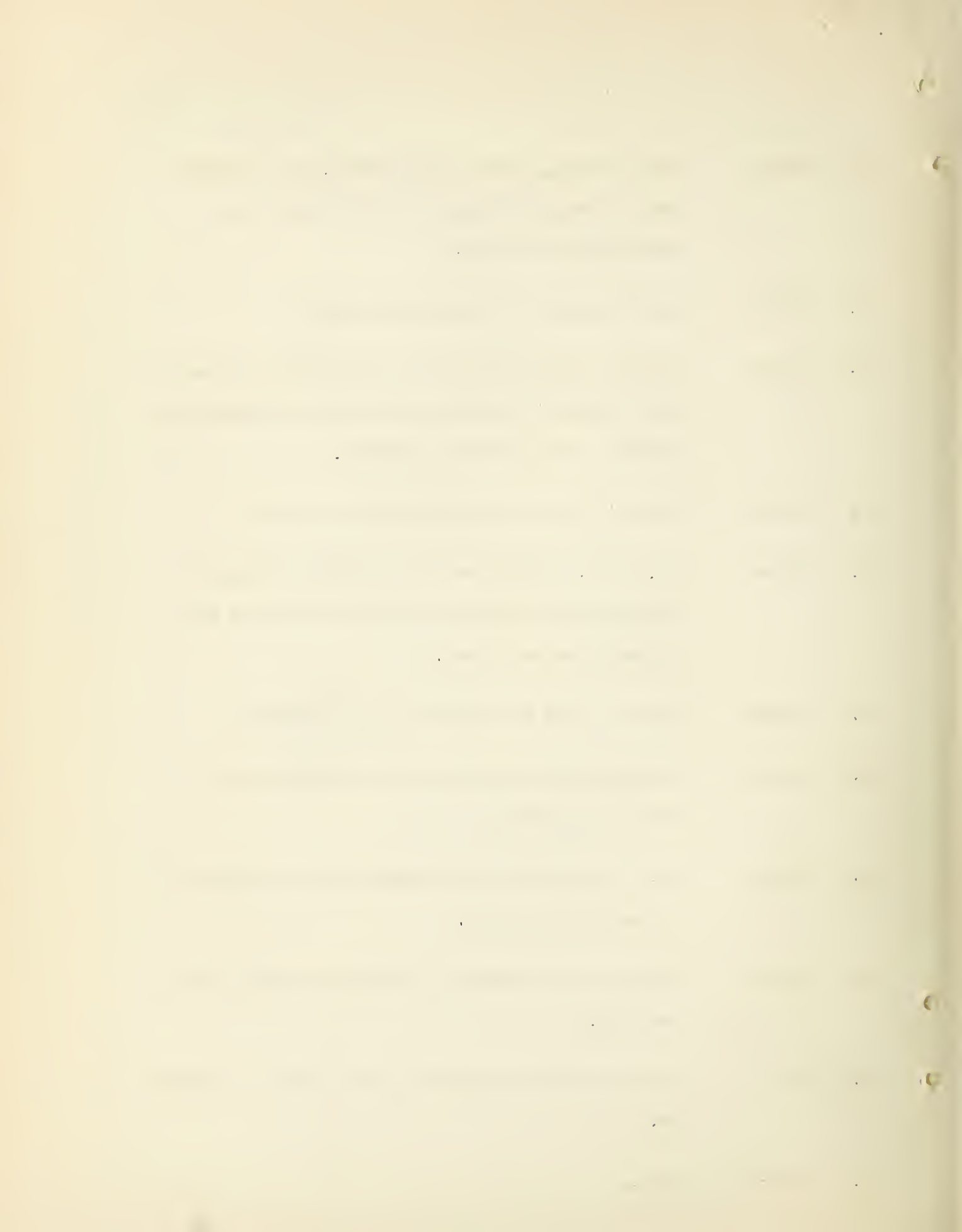
35. FREYMAN: I certainly know what one feels like . . especially when I'm under it.



36. GUNNAR: It acts like an insulator, doesn't it?
37. FREYMAN: How do you mean, Gunnar?
38. GUNNAR: Well, a warm blanket sort of traps a certain amount of air, and holds it right in the fabric.
39. FREYMAN: Yes, but what does that . . .
40. GUNNAR: That air keeps the heat from your body from getting out.
41. FREYMAN: How can I choose a blanket that will do that?
42. GUNNAR: There are three things that have to do with whether a blanket will keep you warm or not . . . the kind of fiber that's used, the way the fiber is woven, and the amount of nap. It's not just one or the other, but all three together.
43. FREYMAN: Let's take those three things one at a time . . you said the kind of fiber is important, the weave, and the nap. First, what about the kind of fiber, Gunnar?
44. GUNNAR: Well, most blankets are made entirely of wool or cotton or a combination of the two.
45. FREYMAN: Which is warmer?



46. GUNNAR: For one thing, wool is very elastic, and a blanket made of wool won't pack or mat as readily as a blanket made of cotton.
47. FREYMAN: What does that have to do with warmth?
48. GUNNAR: It means that blankets made of wool will keep more of those little air pockets as it's used and laundered, and will act as a better insulator.
49. FREYMAN: But isn't wool more expensive than cotton?
50. GUNNAR: Yes, it is. And if you can't afford an all wool blanket, get one that has the most wool in it for the price you can afford.
51. FREYMAN: How can I tell how much wool is in a blanket?
52. GUNNAR: Remember the Wool Labeling Act we talked about a couple of months ago?
53. FREYMAN: Yes. You said that all products made from wool had to have labels on them.
54. GUNNAR: Telling you how much wool and how much other fibers were used.
55. FREYMAN: So that information must be on the labels of blankets now.
56. GUNNAR: Right.



57. FREYMAN: How much wool should there be in a blanket before it will be warm?
58. GUNNAR: That's a good question. Most authorities say that a blanket should have twenty-five percent wool in it before you can really tell the difference in warmth, and to give the blanket the characteristic properties of wool.
59. FREYMAN: It should have at least twenty-five percent wool.
60. GUNNAR: Yes. And then, our second point . . the firmness of weave.
61. FREYMAN: That also has something to do with how warm a blanket will be?
62. GUNNAR: Yes, a blanket with a firm weave will not only be warmer, but it will last longer and give better service than a blanket with a sleazy weave.
63. FREYMAN: How can I tell whether a blanket has a firm weave or not?
64. GUNNAR: About the only way for the ordinary consumer is just to hold it up to the light. If the weave is uniform and there aren't any thin spots where the light shines through, you can feel sure that the weaving has been well done and the yarns haven't been weakened by too much napping.





65. FREYMAN: 'Napping' . . what's that?
66. GUNNAR: That's the next point to consider in warmth, Mrs. Freyman.
67. FREYMAN: What is 'napping,' and what has that to do with how warm a blanket is?
68. GUNNAR: First, it has a lot to do with warmth . . and second, it has a lot to do with how well the blanket will wear.
69. FREYMAN: You haven't told me what napping is, yet.
70. GUNNAR: You remember what Mr. Miles said he got his mouth full of?
71. FREYMAN: Yes . . fuzz, wasn't it?
72. GUNNAR: Fuzz, or nap. Napping means that one end of some of the fibers has been pulled free from the foundation cloth. This gives the cloth more little air pockets.
73. FREYMAN: So it will be warmer.
74. GUNNAR: Yes, that's what makes it a better insulator. But there's something you should really pay close attention to.
75. FREYMAN: What's that?
76. GUNNAR: Whether the blanket has been overnapped.



77. FREYMAN: Overnapped?
78. GUNNAR: Yes, naturally, if the ends of too many of the fibers are pulled away from the foundation, the cloth is weakened, and it won't wear so well, or be so warm.
79. FREYMAN: Is there any way I can tell whether a blanket has been overnapped?
80. GUNNAR: Only by looking at it. That's not very satisfactory, but see that the nap is evenly distributed. And another thing, if the fuzz or nap pulls off easily, you can take it for granted that the fibers used in making the blanket were short, or were broken during the napping process.
81. FREYMAN: I see.
82. GUNNAR: And under all that attractive fluff there may be many openings for the cold winds to blow through.
83. FREYMAN: Gunnar, I don't know how I'm going to remember all these facts:
84. GUNNAR: If you'll send for our Consumer Tips card, you'll find all these I've mentioned and some others on buying blankets.



85. FREYMAN: Thank you, Gunnar, for all your information about how to get my money's worth when I buy blankets.

And now, Nancy, what have you in store for us today?

86. NANCY: Let's see if you can guess, Mrs. Freyman.

87. FREYMAN: Guess?

88. NANCY: Unhunh. . We're going to look in on our consumer family again for a second. All afternoon Mother and Barbara Miles have been as busy as can be. It's after supper now, and Mr. and Mrs. Miles are sitting in the living room. (FADE) Barbara comes bursting in . . .

(PAUSE)

89. BARBARA: Mother! Dad! Look!

90. MOTHER: You look lovely, dear.

91. FATHER: Another party, Barbara?

92. BARBARA: Unhunh. A surprise party for Florence.

93. FATHER: Is . . is that a new dress?

94. BARBARA: Welllll . .

95. MOTHER: You look darling in it. Doesn't she, Harry?



96. FATHER: Mother, I thought we talked this thing over just the other night . . and decided we couldn't afford to buy Barbara a new dress.
97. BARBARA: (CHUCKLES)
98. FATHER: Well, it's not funny, Barbara. We've got to watch our pennies pretty closely, and . .
99. MOTHER: Now Harry, dear, don't get all upset. I can explain . .
100. BARBARA: Let me tell, Mother.
101. MOTHER: All right.
102. FATHER: What is this?
103. BARBARA: Dad, would you be mad if I asked you for a new dress and said it would cost only fifteen cents.
104. FATHER: Well, of course, if that's all . . .
105. BARBARA: That's all it cost. This is last year's party dress.
106. FATHER: But that dress was white. You can't . .
107. BARBARA: Yes, I can. Mother and I worked on it all day . . we dyed it, and changed it around a little bit . . and added a couple of things here and there, and . .
108. MOTHER: And doesn't she look pretty, Harry?





109. FATHER: She sure does. Give me a kiss honey, and go have yourself a fine time at the party.

(PAUSE)

110. NANCY: Well, Mrs. Freyman, what do you think I'm going to tell you about?

111. FREYMAN: I hope you're going to tell me how I can make last year's party dress look brand new . . . like Barbara did.

112. NANCY: (CHUCKLING) Not exactly, but I am going to give you some tips on how to do a good job of dyeing at home.

113. FREYMAN: That's swell. I've tried several times to dye things, but I must admit it wasn't ever very successful.

114. NANCY: The experts in the Bureau of Home Economics have some helpful information for you.

115. FREYMAN: Let's hear it, Nancy.

116. NANCY: These experts say that dyeing can be a great success and can save you money . . . or, it can be a waste of time, money, and material.

117. FREYMAN: It all depends on whether you know the tricks.

118. NANCY: Right. You have to pay attention to the job and follow directions closely.



119. FREYMAN: Nancy, when I tried to do this dyeing I mentioned, I found there was more than one kind of dye I could buy. Which is the best kind to use?
120. NANCY: Well, you can buy powder dye, or liquid dye, or cake dye. And, if they're used right, they'll all give good results.
121. FREYMAN: But . .
122. NANCY: Here's a tip about powdered or cake dye . . be sure to dissolve it in a little hot water and strain it through a cloth before you put it in the dye bath water. Then stir it well.
123. FREYMAN: Why do you do that?
124. NANCY: You're likely to get spots or streaks if you don't.
125. FREYMAN: I see. Then put the material in the water and boil it.
126. NANCY: Wait a minute . . wait a minute . . not so fast.
127. FREYMAN: But isn't that right?
128. NANCY: Not yet. There are still a couple of other things. You mentioned boiling . .
129. FREYMAN: Yes.



130. NANCY: Well, that's something you want to keep straight . . . there are some dyes that are really only tints.
131. FREYMAN: I've seen those.
132. NANCY: Well, you use tints in cool water, and they don't make a permanent color.
133. FREYMAN: They don't?
134. NANCY: No. You have to re-tint each time you wash the material.
135. FREYMAN: So the dyes you boil tend to give the permanent colors.
136. NANCY: That's the idea.
137. FREYMAN: Nancy, doesn't the kind of material you want to dye have something to do with the kind of dye you buy?
138. NANCY: It most certainly does, . . . almost the most important thing. Some dyes are good for silk and wool, but are no good for dyeing cotton, linen, or rayon. Some are good for cotton, and not for wool.
139. FREYMAN: So I should know the kind of material I want to dye, and buy the kind of dye recommended for that material.
140. NANCY: That's it. And another thing you should check before you buy is this . . . some dyes are fast to washing, but are not fast to sunlight and to perspiration.



141. FREYMAN: So I should buy the kind that fits my need, is that it?
142. NANCY: Yes.
143. FREYMAN: Nancy, I've heard my mother say that wool material is the easiest material to dye, is that right?
144. NANCY: Yes, it is, Mrs. Freyman.
145. FREYMAN: How about some tips about how to go about doing this dyeing job?
146. NANCY: All right. Suppose it's a dress you want to make over.
147. FREYMAN: That's just the thing I had in mind.
148. NANCY: Take off all the trimmings and buttons. Rip out all the hems, pleats, and linings.
149. FREYMAN: Why do you do that?
150. NANCY: That's so the dye can penetrate the garment evenly.
151. FREYMAN: Oh yes.
152. NANCY: Then get rid of all spots and stains and wash the dress.
153. FREYMAN: Well, if you're going to . . .





154. NANCY: Dye won't cover spots, or dirt, you see, or soap either, so after you've washed it well in soap and water . . be sure you rinse it thoroughly.
155. FREYMAN: There really are a lot of things to remember, aren't there?
156. NANCY: Yes, if you want to do a good job.
157. FREYMAN: Anything else, Nancy?
158. NANCY: There are a few more suggestions, Mrs. Freyman, but there's time to tell you only one. Remember, to insure even dyeing always stir and turn your material while it is in the dyebath so no part floats on top or remains at the bottom.
159. FREYMAN: But you have one of your Consumer Tips cards, I hope.
160. NANCY: Yes, we do, with all this information on it, and more besides. It's free, and we'll send it to anyone who wants a copy. , our announcer, will tell you all about it in just another minute.
161. FREYMAN: Thank you, Nancy.
162. NANCY: The main thing to remember, Mrs. Freyman, is to follow the directions on the package to a T.



163. FREYMAN: I'll remember, and I am also going to get that  
Consumer Tips card on dyeing, too. Thanks again.  
And now . . . !

164. SOUND: NOTE ON CHIMES

165. ANNOUNCER: THE CONSUMERS' HONOR ROLL!

166. GUNNAR: Orono, Maine. Men and women in Orono, Maine go on  
the Honor Roll today for their fine community project  
in growing and canning food for use in their school  
lunches.

Started last spring by the Parent-Teacher Association,  
the program rapidly gathered headway. Help came  
from the University of Maine, the Kiwanis Club, the  
Red Cross, the local Fire Department, the Farm Bureau,  
the Boy Scouts, the churches . . from nearly everyone  
in the town.

Committees were formed to ask everyone who had a  
garden to give the fruits and vegetables they couldn't  
use. The food was brought to the local fire station,  
and canned under the expert direction of home  
economists from the University.

(MORE)



By the first of September, the members of this community had canned over sixteen hundred cans of vegetables, and were counting on canning another thousand cans of tomatoes.

All of this food will be used in school lunches for children this coming winter. For carrying on a truly democratic community project, the men, women and children of Orono, Maine, get Honor Roll mention today.

167. SOUND: NOTE ON CHIMES

168. FREYMAN: Thank you. And now, quickly, what have you two reporters scheduled for next week's CONSUMER TIME?

169. NANCY: Facts about apples.

170. GUNNAR: How to make your home fall-proof.

171. FREYMAN: That sounds fine. Fall-proofing your home and facts about apples for next week's CONSUMER TIME. . .  
All right, , tell us how we can get those Consumer Tips cards.

172. ANNOUNCER: Gladly, Mrs. Freyman. All you have to do is get out a penny post card and a pencil or a pen. Send it to Consumers' Counsel, Department of Agriculture, Washington, D. C. Give us your name and address

(MORE)



and the call letters of the station over which you heard this program. Ask for your free copies of Consumer Tips on Blankets and Consumer Tips on Home Dyeing.

These little cards, you know, are just the right size to put in your household file, and they are chock full of all kinds of facts you need to know. Send for your copies today.

173. NANCY: I'd like to interrupt for a second, .
174. ANNOUNCER: What is it, Nancy?
175. NANCY: A very important announcement. On October fourth . . . that's next week, our program goes on at a new time.
176. ANNOUNCER: What is this new time?
177. NANCY: On Saturdays from twelve-fifteen to twelve-thirty, Eastern Standard Time.
178. ANNOUNCER: Twelve-fifteen to twelve-thirty, Eastern Standard Time.
179. NANCY: That's right. So all you listeners out there, remember, next week tune in to CONSUMER TIME at twelve-fifteen.





180. ANNOUNCER: Thank you, Nancy. Now . . here's the address again . . Consumers' Counsel, Department of Agriculture, Washington, D. C. A penny postal is all you need, with your name and address and the call letters of the station over which you heard this program. Ask for Consumer Tips on Blankets and Consumer Tips on Home Dyeing. They're free.

Next week, CONSUMER TIME will again be presented by your Consumers' Counsel in the Department of Agriculture, in cooperation with Defense and non-Defense agencies of the United States Government working for consumers. Remember the new time - twelve-fifteen, Eastern Standard Time. Consult your papers for local time and station.

Heard on today's program were Mrs. Evelyn Freyman, Nancy Ordway, Nell Fleming, Frances Adams, Gunnar Jadgmann, and Cy Briggs.

CONSUMER TIME has been presented as a Public Service by NBC and the independent radio stations associated with the Red Network of the National Broadcasting Company.

